

CASEY – A DESIGN CITY

CASEY DESIGN EXCELLENCE GUIDE

Our pledge for design excellence

Full Report

Version 1

Sept 2021

ACKNOWLEDGMENT OF COUNTRY

The City of Casey proudly acknowledges the traditional owners, Casey's Aboriginal communities and their rich culture and pays respects to their Elders past, present and future. We acknowledge Aboriginal people as Australia's first peoples and as the traditional owners and custodians of the land on which we work and live.



Image: First Nation Public Artist: Vicki Couzens, Thookay Gunditj, 2011, City of Casey Public Art Program, Hunt Club Children's Centre, Cranbourne East

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“Good design is not just about the aesthetic improvement of our environment, it is as much about improved quality of life, equality of opportunity and economic growth.”

Commission for Architecture and the Built Environment (CABE)

‘The Value of Good Design’, United Kingdom



Image: Marriott Waters Activity Centre, Lyndhurst

A. INTRODUCTION

WHY DESIGN EXCELLENCE FOR CASEY?

Cities around the world, from Copenhagen to Bordeaux, to Melbourne, have championed design excellence at the highest levels in their cities, and have clearly illustrated the benefits –economically, socially, and environmentally– that flow from consistent design excellence over time.

As one of the fastest growing Local Government Areas in Australia, we are looking to build our future value on design excellence. We plan to become **A Design City**. Our city will be a place that is renowned for design excellence that enriches community life.

A place where, by design, our people and environment thrive.

WHY THIS DOCUMENT?

This guide forms part of the Casey Design Excellence Program, which aims to facilitate and promote design excellence in the built environment. The guide sits alongside the Casey Design Excellence Panel and sets our pledge –in 10 commitments – to achieving highest quality design across all elements of the built environment.

Casey – A Design City will form the backbone of the Casey Design Excellence Program, guiding the Casey Design Excellence Panel and best practice design in the city.

Whilst it is understood that achieving design excellence occurs incrementally, this Design Excellence Guide must be used rigorously to inform, guide and make decisions on the planning, design and delivery of major Council lead and key partnership projects, Master plans for strategic sites, and projects of public significance (infrastructure), with the aim to improve the quality of buildings, public places and spaces for the benefit of the community.

Good design principles and processes outlined in this Guide should be an integral part of all infrastructure projects and programs across Casey.

WHAT IS GOOD DESIGN?

Design is both a process and an outcome, it comes in many forms and is defined by much more than how something looks. High-quality design has the potential to shift negative perceptions of growth through the creation of both fit for purpose and inspiring environments. Good design is essential in developing communities with a sense of civic pride, improved quality of life and equal opportunity. While for state and local governments, good design can help reduce public expenditure in areas such as healthcare and crime prevention while boosting economic productivity. To create great places for Casey, we need to elevate the role, importance and value of design, towards finding solutions to today's pressing challenges that will benefit all our communities.

Design represents less than 1% in the lifetime cost of a building, but it is through the design process that the largest impact can be made on both construction and operating costs. High-quality design and innovative policy tools create value through the planning and construction process. It is this value that can be transferred from a permit applicant to the community via Council. The development that we facilitate now will impact positively, or negatively on the Casey community. It is critical that we acknowledge the long-term permanence of design quality decisions that we make today.

MAKING THE CASE

It has been demonstrated that 'Good design does not cost more when measured across the lifetime of the building or place.'¹ Investments in the design of our built environment have a lasting legacy on their place and the people who visit. Yet design is often considered a superficial afterthought.

Good design may cost more in the short term, but this investment is generally paid off over the lifetime of the building or place. Construction costs are typically 2–3 per cent of the whole-life costs, while operating costs are estimated to be 85 per cent. In comparison, design costs are small, between 0.3–0.5 per cent, yet they can significantly affect the function of a project across its lifespan, and the operating costs associated with this.

¹ Commission for Architecture and the Built Environment 2002, The value of good design, CABI, London.

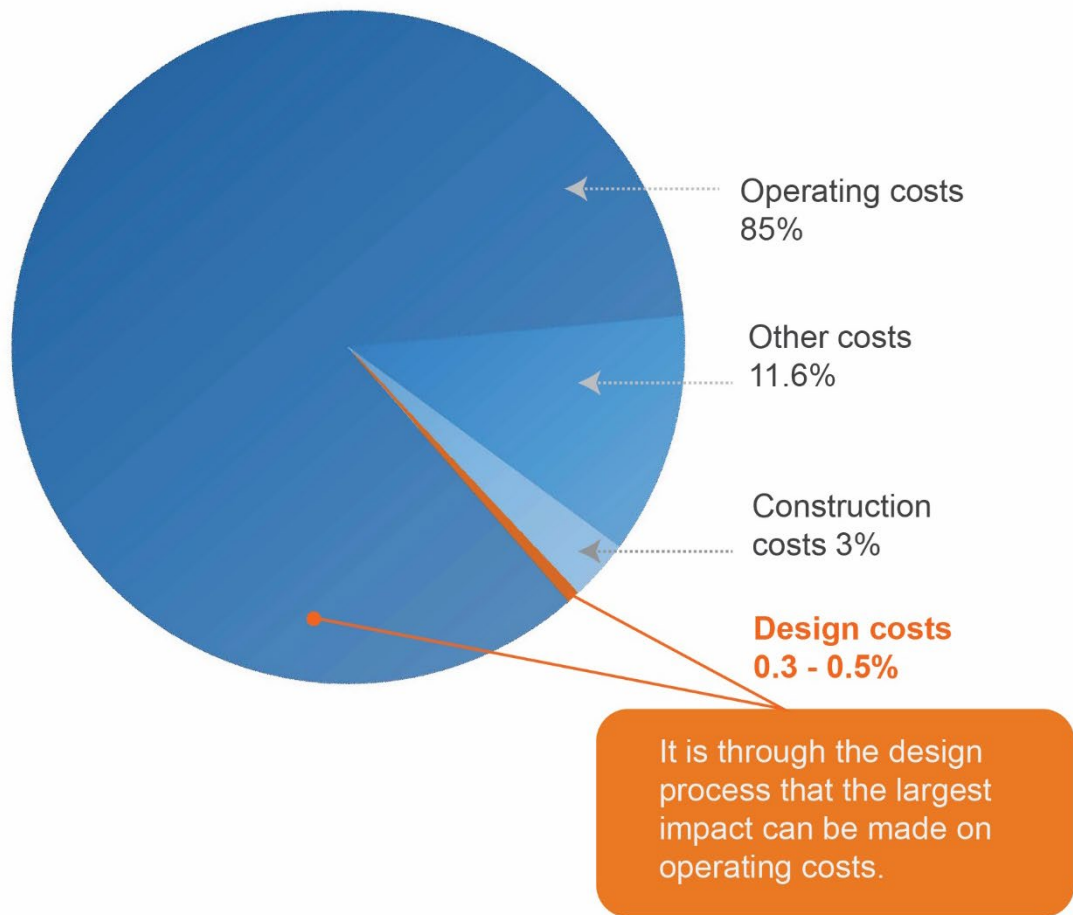


Image: Lifecycle cost of an asset

Design proportionally represents the smallest investment in the total lifetime cost of an asset, yet it can provide the greatest cost saving benefit over time.

Design Process

The Design Excellence Guide aims to improve design processes through the following:

Better design processes for projects

Encourage all new interventions to employ good design, through application of the design objectives outlined in this Design Guide, and effective design and procurement methodologies by:

- Early engagement with multidisciplinary design disciplines within Council and integrate design in the early formation stages

- providing guidance for delivery including methodologies (e.g. design review and advisory processes)
- fostering design thinking, identifying opportunities, and testing scenarios and options early in project right at start of the planning processes
- aligning with and informing the frameworks for Council's Assets Lifecycle, Project Management, and the Infrastructure and Environment Strategies.

Capacity Building

- fostering a change in design culture – design is not an 'optional extra', but essential from vision to conception to project completion
- creating a common language for design understanding, review and advice in consistent terms (eg: Appendix F Design glossary section)
- empowering staff and partners to champion design and influence the creation of great places
- ongoing advocacy for good design outcomes in Casey.

A stronger design culture and active engagement

Encouraging Council and community interest, participation and investment in better design, planning and development, raising awareness and expectations relating to design, facilitating better design, and supporting advocacy for better outcomes by:

- encouraging the building industry to communicate and collaborate with Council and local communities
- showcasing best private and public projects through Design Awards
- providing an informative website where information about design and processes are accessible to all
- raising awareness about design through 'Design Talks' and Design Forums
- providing case studies where successful design processes and outcomes have been achieved, so the Casey community can be proud of their great places.

Innovation in delivery models

- working with the project management and procurement teams to improve awareness and innovation in delivery models for Council owned and or partnership projects.
- Explore brave design and delivery options apart from traditional construct only or D&C, i.e.: Public Private partnerships, Novation, Project Alliancing, and design competitions for city shaping projects.

‘Good design is the essential ingredient at the heart of a successful place – it is not an optional extra.’

Jill Garner

Victorian Government Architect



B. OUR PLEDGE FOR DESIGN EXCELLENCE

In all work on the City of Casey's built environment, we will adhere to the following 10 commitments. We commit to:

- **DESIGN THAT LEADS**
- **DESIGN THAT PUTS SUSTAINABILITY FIRST**
- **DESIGN A CITY FOR PEOPLE**
- **DESIGN FOR ALL**
- **DESIGN FOR THIS PLACE**
- **DESIGN THAT MAKES SENSE**
- **DESIGN FOR THE FUTURE**
- **DESIGN THAT INSPIRES**
- **DESIGN PROCESSES THAT WORK**
- **DESIGN TOGETHER**

1. DESIGN THAT LEADS

Create a culture of design excellence that empowers our people to deliver –consistently, and over the long-term–design that is innovative, inspired by best practice and that incrementally shapes Casey as a world leading Design City.

Our commitment to design excellence through **Design That Leads**, will see:

- courageous and progressive leadership that drives design excellence in Casey.
- a long-term, clear, and shared vision for Casey as a Design City.
- the cultivation of a culture of design within the organisation and across the Casey community.
- the organisation's people empowered to consistently act and advocate for design excellence, for the community's benefit.
- the fostering of creativity, bravery, and innovation in design.
- us take inspiration from international best practice and seek the most innovative solutions.
- us follow highest standards, without compromise.
- a highly productive delivery of design excellence –both in detail and at scale– consistently, over the long-term.
- the city attracting wide recognition and investment.
- generous recognition and celebration of design excellence measured as the places and buildings that people use and love.

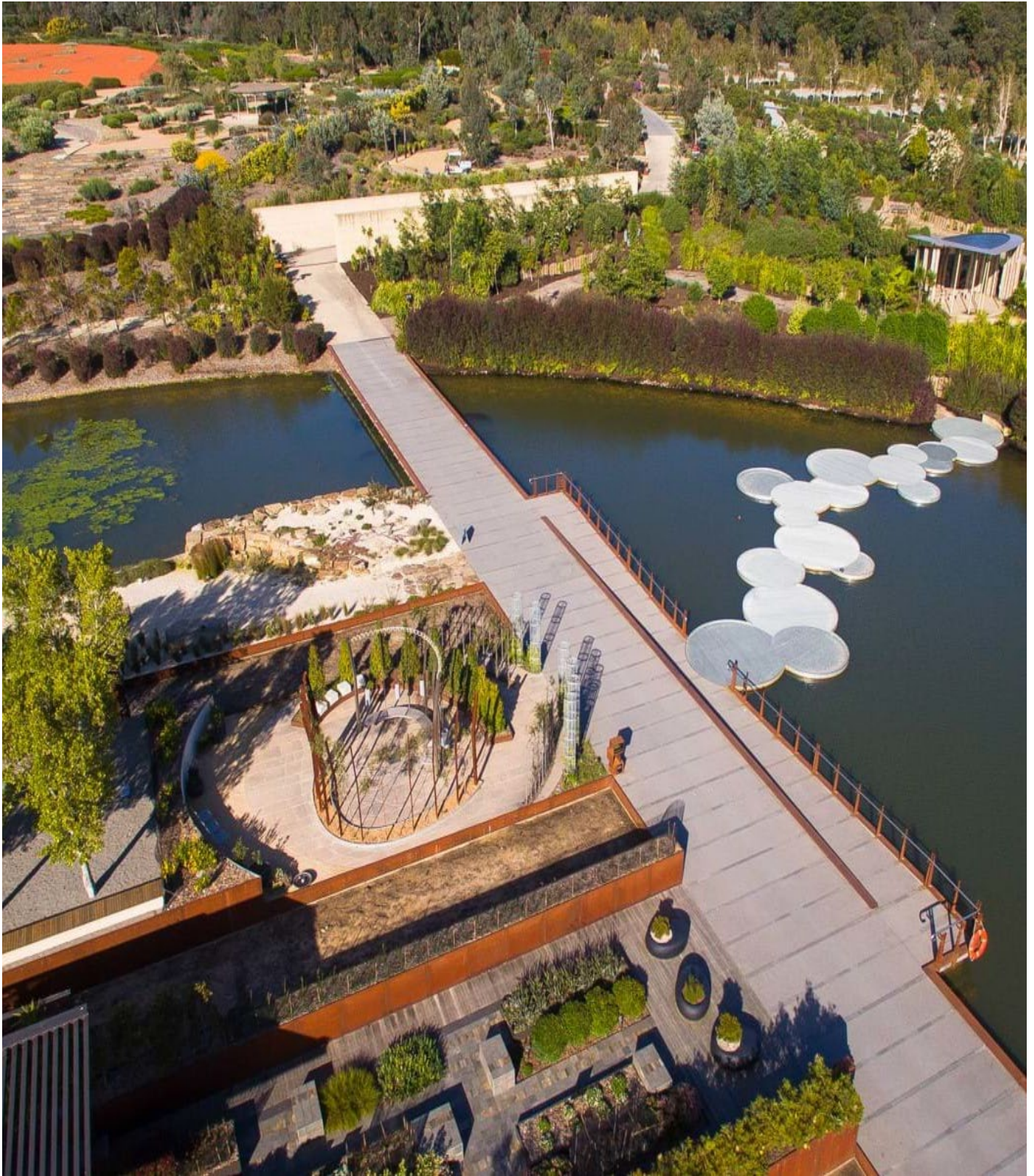


Image: Royal Botanic Gardens, Cranbourne

2. DESIGN THAT PUTS SUSTAINABILITY FIRST

Ensure that all our design prioritises –above all else– achieving best practice environmental sustainability.

Our commitment to design excellence through **Design That Puts Sustainability First**, will see:

- us become an industry leader in environmentally sustainable design (ESD).
- all design incorporating the principles of a circular economy and carbon neutrality.
- all design incorporating adaptability to future conditions, including climate change.
- us supporting and protecting our natural environment (flora and fauna) as a priority in every project.
- the city develops abundant high-quality natural infrastructure, including through a cohesive urban forest strategy.
- us advocating for best practice design and management of our green spaces.



Image: Cranbourne West Community Hub, Cranbourne West

3. DESIGN A CITY FOR PEOPLE

Design Casey as a highly liveable city where people can enjoy their best life.

Our commitment to design excellence through **Design of Places for People**, will see:

- high-quality public spaces that people love and are proud of.
- a high-quality public realm that prioritises the pedestrian experience.
- a focus on streets as the primary component of the public realm.
- all the different parts of the city, well-integrated.
- strong connectivity for pedestrians throughout the public realm of the city.
- a mixed-use, vibrant city.



Image: Bunjil Place, Narre Warren

4. DESIGN FOR ALL

Create a city designed for all people to enjoy their best life, regardless of their age, gender, cultural background, or ability.

Our commitment to design excellence through **Design for All**, will see design that ensures:

- a safe place, for all.
- an inclusive, equitable place for all.
- an accessible city for all.
- acknowledgement and respect of the first peoples of Australia.



Image: Selandra Rise Public Art, Clyde

5. DESIGN FOR THIS PLACE

Ensure that all our design is of its place, reflecting and celebrating our diverse and unique environs and people.

Our commitment to design excellence through **Design for This Place**, will see:

- design that builds a strong identity for Casey.
- design that is of its place – reflecting the community and spirit of Casey.
- design that recognises and builds on existing strengths.
- fair investment in design across both the old and new areas/assets of Casey.



Image: 1001 Steps, Endeavour Hills

6. DESIGN THAT MAKES SENSE

Ensure that all our design is clever – it is user-friendly, practical, low-maintenance and durable.

Our commitment to design excellence through **Design That Makes Sense**, will see:

- practical, functional, and user-friendly design for people.
- durable, cost-effective, and low maintenance design.
- design that is responsive – to the brief, the user needs and the context.
- design that considers whole of life-cycle management.



Image: Manna Gum Community Centre Playground, Clyde North

7. DESIGN FOR THE FUTURE

Design the city so that it is resilient to the changes the future will bring. Build into the urban environment adaptability to new conditions, including climate change.

Our commitment to design excellence through **Design for The Future**, will see:

- design that is flexible, adaptable, and resilient, to meet the needs of our community into the future.
- smart city design.
- us seeking best practice design innovations, supported by latest technological advances, to solve our design problems.



Image: World Heritage Listed RAMSAR Wetlands, Cannons Creek

8. DESIGN THAT INSPIRES

Provide high quality, inspiring buildings and places that support the shaping of Casey as a highly attractive, world-leading Design City.

Our commitment to design excellence through **Design That Inspires**, will see:

- us providing high quality places and buildings that inspire people and attract recognition.
- the development of high quality public art and arts infrastructure/programs that support Casey as A Design City.



Image: Wilson Botanic Park, Berwick

9. DESIGN PROCESSES THAT WORK

Ensure progressive, efficient, and effective design processes to support the delivery of design excellence, consistently and over the long-term.

Our commitment to design excellence through **Design Processes That Work**, will see:

- prioritisation of projects that are tied to Council's plan.
- processes that are not rushed and ensure things are done right the first time.
- clear, considered design briefs that reflect the needs of Casey.
- thorough cyclical and long-term capital works financial planning.
- a culture that allows risk taking and learns from experience.
- ongoing building of in-house capability.



Image: Autumn Place Community Centre & Public Artwork, Doveton

10. DESIGN TOGETHER

Harness the full benefits for design excellence, of designing in collaboration. Commit to authentic and productive engagement along the whole design process.

Our commitment to design excellence through **Design Together**, will see:

- authentic and deep engagement with the community.
- strong collaboration, with all stakeholders, from the outset.
- a focus on clear communication between all parties throughout the design process.
- us drawing on both internal and external creative talent for optimal design outcomes.



Image: Artist Illustration of Hallam Train Station, Hallam in collaboration with LXP, MTIA & OVGA.

Design of cities is therefore a temporal art... At every instant, there is more than the eye can see, more than the ear can hear, a setting or a view waiting to be explored. Nothing is experienced by itself, but always in relation to its surrounding, the sequences of events leading up to it, the memory of past experiences.

Kevin Lynch, *The Image of the City*, 1960.



Image: Museum of the Moon, Casey Winter Arts Festival, Narre Warren

C. CASEY DESIGN EXCELLENCE PANEL

The Casey Design Excellence Panel is an initiative to implement the aspirations and directions of the Design Excellence Guide that is for Casey to become a City of Design.

Role of the Design Excellence Panel

The Panel will:

- conduct design review of major projects and offers feedback and observations that will lead to the improvement of schemes but does not redesign them.
- give decision makers the confidence and information to support innovative, high quality designs that meet the needs of our communities and customers, and to resist poorly designed schemes.
- provide expert guidance in the appointment of architectural and design consultancies, help us run design competitions, and provide post implementation reviews of strategic projects.

Design Review

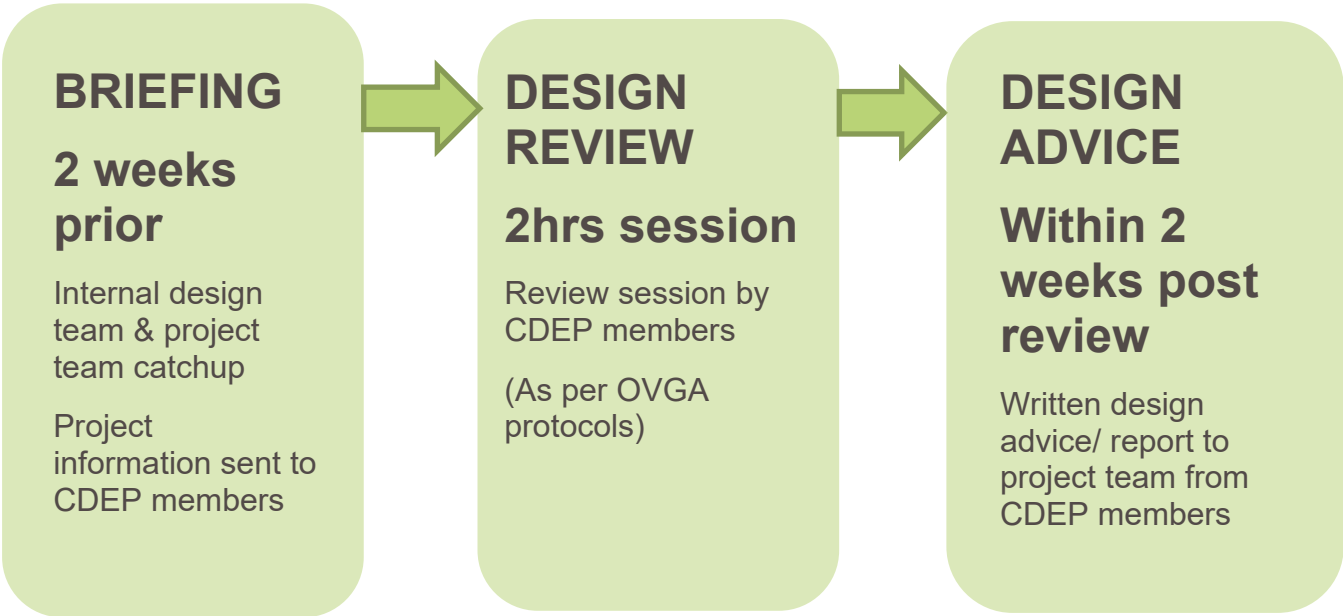
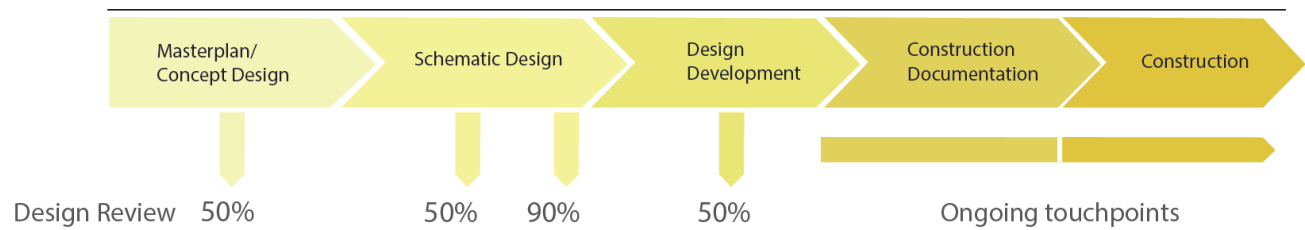
Design Review by the Panel will add to the rigorous adherence to the initial design intent ensuring it's not lost through the design refinement, documentation and delivery phase. Design Review is an independent and impartial evaluation process in which a panel of multidisciplinary experts from across all aspects of the built environment assess the design of a proposal.

The projects that a Panel deals with are usually design schemes, master plans and projects of public significance, and the process is designed to improve the quality of buildings, public places and spaces for the benefit of the community.

The Design Excellence Panel will follow the Design Review Process and Procedures as outlined in the ***Good Design - Guide to Design Review draft***, Office of the Victorian Government Architect (OVGA).

Image: Design Review Process

The effectiveness of design reviews is greater during the initial stages of a project and could result in huge cost savings when design issues are flagged and addressed before the design development stage as shown in the illustration below.



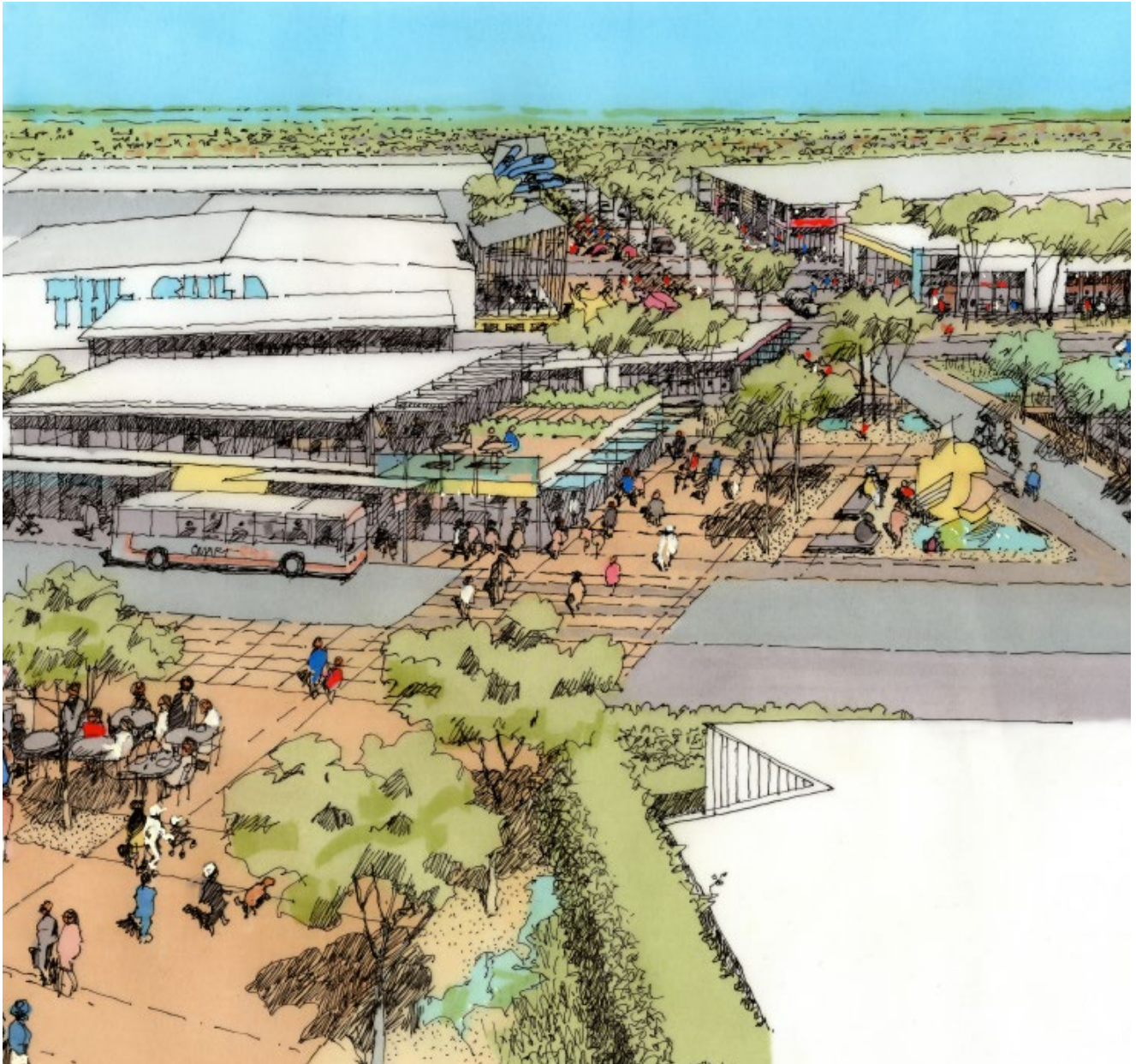


Image: Casey Complex Urban Design Framework 2020

“A good city is like a good party – people stay longer than really necessary because they are enjoying themselves.” “If you see a city with many children and many old people using the city's public spaces it's a sign that it's a good quality place for people.”

Jan Gehl, *Life Between Buildings*, 1971.

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E. CREDITS

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Special Thanks to:

Office of the Victorian Government Architects

The quality of urban design matters. It does so in terms of **experience and meaning** because of the messages and feelings different places provide us with; **functionally**, for the efficient and effective working of the city; **environmentally**, for the way it can minimise waste, energy, and pollution; **socially**, as a means of building equitably supportive towns and cities; and for the way it can strengthen **economic** life and competitiveness. Urban design gives us the tools with which we can consciously improve the quality of our cities and regions.”

(Urban Design in Australia – Report by the Prime Minister’s Urban Design Task Force, Government of Australia, 1994)



Image: Narre Warren Village Urban Design Framework 2019

F. GLOSSARY

A

Adaptable

A building, place or space that is able to adjust to new conditions, or to be modified for a new purpose.

Adding value

Leveraging and building on the existing characteristics and qualities of a building place or space to increase social, economic and environmental benefits to the community.

Attractive

A building, place or space that is aesthetically pleasing, or appealing.

B

Brief

(design brief) A set of instructions, aspirations and requirements that outline the specific task or job to be completed. The design brief outlines the ambitions, objectives and needs of the project (without prescribing a solution or aesthetic). A good design brief is an evolving document becoming more complex and detailed as the project develops.

Built environment

Comprises the extent of our human-made environment, as distinguished from the natural environment. It includes all aspects of our surroundings made by people that provide the place for human activity. The built environment can be understood to include cities and towns, neighbourhoods, parks, roads, buildings and even utilities like water and electricity.

C

Case study A specific building, place or space that has been researched and analysed in order to demonstrate and evaluate its worthiness. A case study can assist in the design of new spaces by understanding best practice as well as lessons learned.

Cities and towns A large urban structure with complex and multiple considerations required for development including layout of streets, buildings, infrastructure and open space.

Comfortable A building, place or space that provides physical and emotional ease and well-being for its people.

Competitive design process

Involves multiple teams who offer ideas, solutions and/or services to a brief to encourage multiple innovative outcomes. A competitive design process may involve a design competition.

Connected A building, place or space that establishes links with its surrounds, allowing

visitors and residents to move about freely and sustainably.

Contextual A building, place or space that responds to the context in which it is designed.

Context The physical, social, cultural, economic, environmental and geographic circumstances that form the setting for a place or building.

Creating value Conceiving and designing in new opportunities to a building, place or space for increased social, economic and environmental benefits to the community

D

Design competition A design competition is a competitive process in which an organisation or government body invites designers to submit a proposal for a precinct, site or building. An independent panel of design professionals selects the winner based on an agreed selection criteria.

Design guide A set of standards outlining the application and implementation of given information in order to achieve best practice outcomes.

Design process A design process involves a series of actions or steps taken to achieve a particular end. Design processes are not linear; they are iterative, collaborative and circular where feedback and ideas are intertwined and continual. Design processes help provide solutions to complex problems where many inputs/concerns are needed to be resolved.

Design Excellence Panel A panel comprising a diverse group of people with expertise in design and the built environment. The panel offers independent, impartial advice on the design to achieve the best built outcome for stakeholders.

Design thinking Refers to creative strategies designers use in the process of designing.

Diverse A building, place or space that embraces a richness in use, character and qualities.

Durable A building, place or space that is built to be able to withstand wear and pressure.

E

Efficient A building, place or space that is constructed, and functions with minimal wasted effort.

Engaging A building, place or space that draws people in with features that arouse interest.

Equitable A built environment that is fair and accessible for all citizens.

F

Fit for purpose A building, place or space that works according to its intended use.

Functional A building, place or space that is designed to be practical and purposeful.

G

Green infrastructure Green infrastructure describes the network of green spaces and water systems that deliver multiple environmental, economic and social values and benefits to

urban communities. This network includes parks and reserves, backyards and gardens, waterways and wetlands, streets and transport corridors, pathways and greenways, squares and plazas, roof gardens and living walls, sports fields and cemeteries. Green infrastructure is the web of interrelated natural systems that underpin and are integrated into our urban fabric.

H

Healthy A building, place or space that promotes positive social, emotional and physical health for its people.

I

Inclusive A building, place or space that embraces the community and individuals who use it.

Integrated A built environment that links communities and functions and activities within a cohesive place.

Inviting A building, place or space that is welcoming to visitors, community and individuals.

L

Liveable A built environment which supports and responds to people's patterns of living, and is suitable and appropriate for habitation, promoting enjoyment, safety and prosperity.

Local A building, place or space that relates to an area, or neighbourhood.

M

Manual An instructive document to direct how an action is best performed.

Master plan A framework document showing how development will occur in a given place and includes building parameters like height, density, shadowing and environmental concerns. It is a visual document that details a clear strategy or plan for the physical transformation of a place, supported by financial, economic, and social policy documents which outline delivery mechanisms and implementation strategies.

O

Outcome The result of a process, generally having a final product.

P

Place A social and a physical concept – a physical setting, point or area in space conceived and designated by people and communities. In this sense, place can describe different scales of the built environment – for example, a town is a place, as well as a building can be a place.

Place-making Proposes a multi-faceted approach to the planning, design and management of public spaces. 'Place-making' looks at understanding the local community with the intention of creating public spaces that promote health and well-being.

Precinct A designated area within real or perceived boundaries of a specific building or place. A precinct can be of different scales and usually responds to a study area of a particular place.

Public realm The public realm is the collective, communal part of cities and towns, with shared access for all. It is the space of movement, recreation, gathering, events, contemplation and relaxation. The public realm includes streets, pathways, rights of way, parks, accessible open spaces, plazas and waterways that are physically and visually accessible regardless of ownership.

Q

Quality The standard of something, measured comparatively against things of a similar kind.

R

Resilient A building, place or space that can withstand or recover from difficult conditions.

Responsive Buildings and spaces that are react positively to place and local character and context.

S

Safe A building, place or space that protects its people from harm or risk of harm.

Scale The relative size or extent of something – scale is a device used to quantify objects in a sequence by size; for example a city scale, or a building scale. In architecture, scale is also used to describe a ratio of size in a map, model, drawing, or plan.

Spatial framework A design and research document that is produced to provide background understanding and analysis to a particular area or place. It is completed prior to traditional design stages or master plan phases of a project. The framework follows a process of analysis, data collection and reporting in order to propose a delivery strategy and vision for the area being analysed.

Sustainable Relates to the endurance of systems, buildings, spaces and processes – their ability to be maintained at a certain rate or level, which contributes positively to environmental, economic and social outcomes.

T

Typology The comparative study of physical or other characteristics of the built environment into distinct types.

V

Value (of design) A measure of what design is worth. Value is not merely related to economics, but includes the understanding of social, and environmental factors as components contributing to the value of good design.

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs, *The Death and Life of Great American Cities*, 1962.



Image: Bunjil Place, Narre Warren. Photo Credits: John Gollings